

Presentation Skills Development Programme

*“You only get
one chance to
make a good
first impression*”



Dermot McConkey
DEVELOPMENT & TRAINING LIMITED



Presentation Skills Development Programme

The Professional Presentation Skills Development Programme is a high powered, one-day training seminar designed specifically for the professional executive who must present at executive level. It is a widely held belief that how you say it matters more than what you say. Through videotaped exercises, group discussion and lecture, participants learn how to best communicate ideas to top level professionals with special emphasis on board presentations, advanced formalised presentations, employee presentations, association presentations, etc. This highly interactive seminar focuses on professional business communication; including preparation, structure, delivery, strategy, use of visual aids and handling question and answers. The objective of this course is to equip people with the knowledge and skills necessary to prepare and make excellent presentations, handle difficult people / questions / situations and choose the best presentation equipment / medium.

Summary of Content:

- How to make an impression before you start, keep their attention
- Enhance voice projection, articulation, pace, fluency, body language, eye contact and gestures
- Determine audience attitudes and needs
- Overcome nervousness, anxiety and any distracting mannerisms

- Present technical information clearly, concisely and persuasively
- Use both common and high-tech media effectively
- Implement persuasive communication techniques
- Plan and develop complete, formalised presentations around the market forces that affect business

- Use audience involvement techniques to identify and handle questions
- Set up a specific action plan to improve participants presentations
- How to avoid the biggest mistakes with PowerPoint



"In theory, there is no difference between theory and practice.
But in practice, there is." - Yogi Berra

Presented by Dermot McConkey FSII, MIITD



Dermot McConkey
DEVELOPMENT & TRAINING LIMITED

Dermot McConkey is Managing Director of Dermot McConkey Development & Training Limited, a business development and training consultancy. He is a Fellow of the Sales Institute of Ireland, a Member of the Irish Institute of Training and Development and a Member of the Irish Management Institute. His company's clients include most of the major Irish Banks, Building Societies & Insurance Companies as well as companies in the Manufacturing, Building, Hotel and Service Industries. Dermot has worked as a direct salesman, Regional Sales Manager, Sales Manager, Marketing Manager and Sales Training Manager, mainly in the financial services sector. He has over thirty years sales experience.



Dermot has a reputation for being a highly motivational, popular trainer where his fast paced delivery of the psychology of success is key to every programme he facilitates. He uses practical solutions to problem solving and has the ability to get people to believe in his ideas and business models. He helps individuals and companies recognise and realise their potential while also assisting them in coping and dealing with obstacles / challenges along the way.

Dermot speaks to over 3,000 business professionals each year on business development, sales and sales management issues. He produced his first book – **“Onwards and Upwards In Words”** in 2001 and launched an inter-active sales development, software supported, training programme called **Go sell whatever you want to sell** in 2002. He has spoken at International Conventions and meetings in Ireland, the USA, Malta, Cyprus, Scotland and England. Dermot was Training Manager in Prudential Life of Ireland when they won the first ever award to the financial services area, a Regional FAS Award, for the quality of training and development. He is one of only nine Irish people ever to be awarded the Life Insurance Association's (UK & Ireland) Outstanding Service Award.

He is a contributor of articles to various national newspapers and magazines and websites as well as the Professional Magazine on sales and marketing matters and the Sales Institute of Ireland's monthly magazine. He has lectured on Negotiation Skills for the Dublin Institute of Technology and the Cork Institute of Technology on their **Diploma in Professional Selling** course, for the Sales Institute of Ireland. He regularly runs courses for the Sales Institute of Ireland.

People do not buy similarity, they buy difference



The Cost:

€1950* per day - VAT exempt

Ideal number of attendees = 8/10

***Price includes:**

- Delivery by an experienced consultant
- Audio visual support for recording presentations
- Guideline Handouts
- Work folders

For more information, contact us at:

12, Oaklands Avenue, Swords, Co. Dublin.

Telephone: (353-1) 8403059, Mobile (353-87) 2523930,

Fax: (353-1) 8907885, Email dermot@mcconkey.ie

www.mcconkey.ie

More powerful than the will to win is the courage to begin.



*If things do not change,
they are sure to stay the same!*

*Staying the same will not be good enough
to not only survive, but thrive in the future!*

...Dermot McConkey